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ABSTRACT

The last in a series of four, this report describes part of a national study commissioned by the Corporation for Public Broadcasting to investigate audience awareness of public radio, reaction to on-air fund raising and programing on public radio, and audience reactions to on-air fund raising by public television stations. Discussion centers on the methodological procedures used in collecting and evaluating data for this study and includes commentary on sample design, rate of response, interview procedures, questionnaire revisions, and variability of results. An appendix contains a copy of the questionnaire used in the study. (HAI)

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PUBLIC RADIO/TELEVISION SURVEY
JANUARY-FEBRUARY 1978

REPORT 1: PUBLIC RADIO AWARENESS, LISTENING, AND PROGRAMMING

REPORT 2: PUBLIC RADIO ON-AIR FUND RAISING

REPORT 3: PTV ON-AIR FUND RAISING

REPORT 4: METHODOLOGY

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FOREWORD

During January-February 1978, a national survey was conducted to investigate reactions to on-air fund raising by public radio and public television stations, and, for public radio, to determine levels of awareness and listening and reactions to programming. With respect to public television, the study was virtually identical in procedures to studies performed and reported in 1976 and 1977, and it provides a measure of changes in public reaction over the years. The portion of the study relating to public radio was introduced in 1978.

A description of the 1978 survey and an analysis of the results have been organized into four reports, each concentrating on one aspect of the study, as follows:

1. Public Radio Awareness, Listening, and Programming
2. Public Radio On-Air Fund Raising
3. PTV On-Air Fund Raising
4. Methodology

All four reports are available from the Corporation for Public Broadcasting, which commissioned the study. The study was performed by Statistical Research, Inc. of Westfield, New Jersey.

Because the investigation is based on a survey among a sample of persons, rather than among all persons, the data are subject to sampling errors. Moreover, survey results are obtained through particular procedures which are subject to nonsampling errors that may be associated with the type of sample selected, the use of telephone households, the fact that not all designated sample members cooperated, the questions that were asked, and so forth. Therefore, in interpreting these data, the user should give full consideration to the methods used to compile them. Each of the first three reports listed above contains a brief methodological appendix. The reader is also encouraged to review the more comprehensive report devoted to methodology.

PUBLIC RADIO/TELEVISION SURVEY

REPORT 4 - METHODOLOGY

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PUBLIC RADIO/TELEVISION SURVEY
JANUARY-FEBRUARY 1978
REPORT 4 - METHODOLOGY

INTRODUCTION

This report is one of four describing a nationwide study of (1) awareness of and listening to public radio, as well as reactions to on-air fund raising and to programming on public radio, and (2) reactions to on-air fund raising by public television stations.

Purpose

The specific topics covered were:

- For public radio,
  - -- The level of awareness among the adult population as of early 1978.
  - -- The level of listening.
  - -- Reasons for listening and reactions to programming.
  - -- Reactions to on-air fund raising.
- For public television, reactions to on-air fund raising.

The public television portion of this survey repeated a similar effort conducted in the two previous years. The first two surveys were intended to track PTV awareness, viewing, and reactions to programming, as well as on-air fund raising. The 1978 study focus was confined to fund raising. However, in order to keep virtually constant the environment in which the fund raising questions were asked, only slight modifications of the questionnaire were introduced in the current study. This 1978 report therefore includes comparisons with former years.* The three

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*The 1977 study is reported in Public Television Survey, January-February 1977, Corporation for Public Broadcasting, May 1977. That report is in four volumes: Report 1 - Awareness and Viewing, Report 2 - On-Air Fund-Raising, Report 3 - Programming, Report 4 - Methoodology.

studies were timed to precede Festivals '76, '77, and '78, respectively, to obtain a reading independent of the immediate effects of the major national promotional effort of the public television year.

The public radio portion of the survey was designed to provide benchmark data against which to track trends in awareness, listening, and in reactions to on-air pledge campaigns, over time. On-air fund appeals have thus far not been used extensively by public radio stations, and the timing of the survey permitted a reading of public response prior to an expected significant growth in application of the technique.

This fourth report contains a detailed description of procedures followed in conduct of the study, in order that results reported in the three preceding volumes may be interpreted in proper context. A copy of the questionnaire is included as Appendix A.

METHODOLOGY

Sample Design

The findings of this study apply to adults 18 years of age or older, residing in telephone households (and, in the case of public television findings, residing in telephone and television households) in the continental United States.

Independent research conducted by Statistical Research, Inc. in other contexts has demonstrated the importance of telephone households not listed in current telephone directories.* Therefore, since such households are not available from a telephone list sample, the sample used for this study was a replicated random sample of telephone numbers based on random-digit dialing (RDD). The generation of a random-digit dial sample may be summarized briefly as follows.

Virtually all telephone numbers in the United States can be identified by a ten-place number or combination of letters and numbers, i.e., a three-digit area code, a three-digit central office code, and four-digit suffix number. The sample for this study was drawn from a frame of 1000 central offices dispersed throughout the country. For each central office included in the sample, random four-digit numbers between 0001 and 9999, inclusive, were produced to yield the required ten-place telephone numbers. The procedure thereby included both listed and unlisted numbers.

In order to maximize the yield of households per dialing attempt, the sample employed was a "restricted," rather than "pure," random-digit dial sample. "Restriction" of the sample involves the elimination of numbers in nonworking banks. A telephone bank is a set of 1000 numbers represented by the first digit of the four-digit suffix number. Suffix numbers in those banks which were determined to be nonworking banks, business-only banks, or centrex banks were deleted from the sample. The determination of these nonworking banks was made by contacting telephone business offices, and by consulting telephone directories and company records. The remaining random telephone numbers constituted the predesignated sample.

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*For additional information, see G. J. Glasser and G. D. Metzger, "Random-Digit Dialing as a Method of Telephone Sampling," Journal of Marketing Research, February 1972, pp. 59-64, and G. J. Glasser and G. D. Metzger, "National Estimates of Nonlisted Telephone Households and Their Characteristics," Journal of Marketing Research, August 1975, pp. 359-361.

Rate of Response

At least three attempts were made, in varied time periods, to reach each telephone number in the predesignated sample. Table 1 summarizes the residential status of the random-digit dial sample.

Table 1

Status of Predesignated Sample
Random-Digit Dial Numbers in Working Banks

	Number	Percent
Nonworking	1301	42.0
Nonhousehold	261	8.4
Household residence	1532	49.5
Total sample	3094	100.0

Where a household was contacted, at least four attempts were made to interview the person who was randomly selected from among all adults living in the household. Additional efforts were made by specially trained personnel to convert initial refusals into interviews.

Table 2 summarizes the final disposition of the sample.

Table 2

Rate of Response

	Number	Percent
Interview	1067	69.6
Refusal	443	28.9
Screenout - No TV or radio	7	.5
Noncontact	15	1.0
Total household base	1532	100.0

The response rate within households was 70 percent, and cooperation was achieved among 71 percent of persons contacted.

In previous years, persons who reported no television set in the household were screened out. In the 1978 survey, however, such persons were asked how many radios there were in the household; if none, they were screened out as no TV or radio. If, however, they had a radio, they were interviewed on the radio and demographic portions of the questionnaire. The full data base of 1,067 applies to the radio portion of the survey. For the television portion, the data base is 1,049, reduced by the 18 persons who reported having a radio in the household but no television set.

Interview Procedures

Interviewing was conducted from the Westfield, New Jersey, offices of Statistical Research, Inc. by highly trained and closely supervised interviewers. Each interviewer received tutored instruction, extensive practice and drill, and the experience of several practice interviews.

Special training techniques included monitoring of calls,* followed immediately by supervisory critique, discussions about the intent of various questions, and comparison of interviewer and supervisor recording of answers.

Throughout the survey period, interviews were monitored by supervisory personnel. Comments and suggestions about interviewer performance, both positive and negative, were often offered at the completion of the interview. Adherence to the script and maintenance of an unbiased, friendly, but formal manner were stressed to the interviewers.

Interviewing was conducted from January 30 to February 20, 1978.

The Questionnaire

The 1978 questionnaire is attached. Through the questions on PTV fund raising, in most respects it was a duplication of the 1977 questionnaire. There were, however, two changes in this area:

- Questioning on reception of the public television channel in the home was deleted in 1978.

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*Calls were monitored via special equipment. The monitoring is not discernible to the calling or called parties. This device is used solely for training and supervisory purposes.

- A question on the respondent's definition of "public television" or "educational television" was eliminated.

Beyond the questions on fund raising, all PTV questions were deleted, and a new section -- on public radio -- was substituted.

Variability of Results

All survey results are subject to variations or uncertainties. These are a function, first, of the fact that a particular sample was selected.

Second, they also depend on the methods and procedures adopted for that survey, and how well those methods and procedures were carried out.

It is important for a user of survey results to consider the variations or uncertainties to which those findings are subject, and what implications these have for his use of the data. The margin of uncertainty, or margin of error, surrounding survey data may be thought of as composed of two parts: sampling errors and nonsampling errors.

Sampling Errors. Sampling error is the difference between the survey result obtained with the sample actually used, and the result that would be obtained by an attempted complete survey of the population conducted in the same manner and with the same care.

When a survey is based on a probability sample, the risks or probabilities of sampling error of various sizes can be calculated in terms of standard errors. Properly interpreted with the aid of the theory of probability, a standard error enables one to assess the risks of sampling errors of various magnitudes. For example, the risk is only about 5 percent that an estimate is in error, in either direction, by more than an amount equal to two standard errors.

A standard error does not reflect the extent to which a survey result is subject to nonsampling errors. Hence, it does not indicate, in itself, the accuracy or the usefulness of survey results.

Sampling error may be estimated in this survey by measuring the standard error of the percentage responding in a specific manner to each question. Table 3 provides standard errors that apply to proportions of people who responded in a particular manner to questions in this study, given the sample base. So, for example, 48 percent of people report having watched a public television program last week. Locating a sample size of 1050 across the top of Table 3 and a proportion of 50 percent down the side, one notes that the standard error is 2. Therefore, the probability is 95 percent that 44 to 52 percent (48 percent ± 2 standard errors, or 48±4) of all adults residing in households in the United States containing both a telephone and a television set would report having viewed PTV last week, were they all asked in precisely the same manner as was the sample.

The standard error of a percentage is identical to the standard error of 100 minus that percentage; e.g., the standard error of 25 percent for a given sample size equals the standard error of 75 percent for that same sample size.

Nonsampling Errors. The standard error is an indicator only of sampling error and does not reflect the degree to which a survey estimate is subject to other variations. These other variations, or nonsampling errors, can be estimated only through methodological research studies, or on the basis of judgment.

Several possible sources of nonsampling error in estimates reported in this study must be considered by a user. These include the following important, but rather common, matters:

(1) The exclusion of nontelephone households from the frame of the study, and hence their exclusion from the study.

This exclusion is of significance only to the extent that (a) such households exist and (b) they differ from those covered by the study, with respect to characteristics of interest in the study.

Differences may also occur between listed and nonlisted telephone households. This does not present a problem in this study because of the inclusion of both listed and unlisted telephone households in the random-digit dial sample.

(2) Failure to achieve complete cooperation among all predesignated sample members.

Nonresponse is of significance only to the extent that respondents differ from nonrespondents with respect to the issues of concern in this study. An unusual degree of effort has been expended to avoid a bias of nonresponse by attempts to reach predesignated households and respondents.

TABLE 3

TABLE OF STANDARD ERRORS OF A PROPORTION FOR VARYING SAMPLE SIZES

PROPORTION	SAMPLE SIZE														
	50	100	150	200	250	300	350	400	450	500	550	600	650	700	750
5/95	3	2	2	2	1	1	1	1	1	1	1	1	1	1	1
10/90	4	3	2	2	2	2	2	2	1	1	1	1	1	1	1
15/85	5	4	3	3	2	2	2	2	2	2	2	1	1	1	1
20/80	6	4	3	3	3	2	2	2	2	2	2	2	2	2	1
25/75	6	4	4	3	3	3	2	2	2	2	2	2	2	2	2
30/70	6	5	4	3	3	3	2	2	2	2	2	2	2	2	2
35/65	7	5	4	3	3	3	3	2	2	2	2	2	2	2	2
40/60	7	5	4	3	3	3	3	2	2	2	2	2	2	2	2
45/55	7	5	4	4	3	3	3	2	2	2	2	2	2	2	2
50	7	5	4	4	3	3	3	3	2	2	2	2	2	2	2

TABLE 3
(CONTINUED)

TABLE OF STANDARD ERRORS OF A PROPORTION FOR VARYING SAMPLE SIZES

PROPORTION	SAMPLE SIZE														
	800	850	900	950	1000	1050	1100	1150	1200	1250	1300	1350	1400	1450	1500
5/95	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
10/90	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
15/85	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
20/80	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
25/75	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1
30/70	2	2	2	1	1	1	1	1	1	1	1	1	1	1	1
35/65	2	2	2	2	2	1	1	1	1	1	1	1	1	1	1
40/60	2	2	2	2	2	2	1	1	1	1	1	1	1	1	1
45/55	2	2	2	2	2	2	2	1	1	1	1	1	1	1	1
50	2	2	2	2	2	2	2	1	1	1	1	1	1	1	1

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(3) Possible response errors on the part of sample members.

Respondents in all surveys may be subject to failures of recall. They also differ in level of articulateness and in the extent to which they may be influenced by a desire to protect their own self-image or to please the interviewer.

In a study of public television or public radio, there is an additional source of possible response error in that a prestige factor may be present which causes a respondent to be reluctant to admit nonviewing or nonlistening. The structuring of a question sequence from ever viewing to typical week viewing to past-week viewing is designed to deflate the overstatement of viewing which may occur; once a person has said that he views ever, and views in a typical week, it may be "safe" to admit nonviewing last week. (This issue was discussed at more length in Report 1 of the 1976 study, in an appendix of definitions of awareness and viewing.)

(4) Variation in results attributable to different interviewers. Reduction of these errors was the purpose of intensive interviewer training, supervision, and monitoring.

(5) Coding, editing, and processing errors. Strict controls have been employed to minimize their occurrence. Coding was checked and keypunching verified. In addition, an extensive series of feasibility, completeness, and consistency checks was applied by computer.

APPENDIX A:

COPY OF QUESTIONNAIRE

#9J30: PUBLIC TELEVISION AND RADIO STUDY: JANUARY 1978

POSTED INTRODUCTION

I. GOOD EVENING (MORNING/AFTERNOON). THIS IS MRS. ANN CARTER. I'M CALLING YOU LONG DISTANCE IN CONNECTION WITH A SPECIAL STUDY ON TELEVISION AND RADIO. BUT FIRST LET ME VERIFY, IS THIS AREA CODE _____ AND THE NUMBER ____ _____ IN *(State)*?

YES--*Ask Q.II* NO--*Verify number reached, terminate, record "WN" as result and redial correct number.*

II. THANK YOU. CAN YOU TELL ME PLEASE HOW MANY TELEVISION SETS YOU HAVE IN YOUR HOME?

One or More--*Record # of TV's in WN space on CRR card & continue with Q.III.* None--*Ask Q.IIA*

IIA. AND HOW MANY RADIOS DO YOU HAVE IN YOUR HOME?

★One or More--*Record # of radios, followed by letter "R," in WN space on CRR card & continue with Q.III.* None--*Terminate and record result as "SOR."*

III. NOW, I NEED TO SELECT ONE PERSON IN YOUR HOME TO INTERVIEW ABOUT HIS OR HER TELEVISION VIEWING AND RADIO LISTENING. IN ORDER TO SELECT THIS PERSON I FIRST NEED TO KNOW HOW MANY PERSONS 18 YEARS OF AGE OR OVER ARE CURRENTLY LIVING IN YOUR HOME?....DOES THAT INCLUDE YOURSELF? *Enter number on CRR card, in total box. If none--terminate and record "SOA" as result.*

IV. COULD YOU TELL ME HOW MANY OF THESE ARE MALES? *Record number of M's in column headed "M's" on CRR card.*

V. THEN THERE IS(ARE) _____ FEMALE(S) AGE 18 OR OVER? *Record number of F's in column headed "F's" on CRR card.*

Check random number above number of males (if male card) or number of females (if female card) in respondent selector section to determine person to be interviewed.

VI. THANK YOU VERY MUCH. THE PERSON I NEED TO INTERVIEW IS _____. *If person on telephone, go to Q.1 on questionnaire (or Q.16★ if radio only). Otherwise continue with....*IS HE (SHE) AVAILABLE NOW THAT I MIGHT SPEAK WITH HIM (HER)?

YES--*Reintroduce purpose of call and go to Q.1 on questionnaire (or Q.16★ if radio only).*
NO --*Arrange callback via Q.VIA*

VIA. FEMALE: WHAT WOULD BE A CONVENIENT TIME IN THE MORNING OR AFTERNOON THAT I MIGHT CALL BACK TO SPEAK WITH HER? FOR WHOM SHOULD I ASK? *If female unavailable during day, state:* WE WILL TRY TO REACH HER SOME EVENING. *Record "Evening" in callback section.*

MALE: WHAT WOULD BE A CONVENIENT TIME THAT I MIGHT CALL TO COMPLETE THE INTERVIEW WITH HIM? FOR WHOM SHOULD I ASK?

Record N.Y. time, day, date and name on CRR card.

CALLBACK

VII. GOOD EVENING (MORNING/AFTERNOON). THIS IS MRS. ANN CARTER. MAY I SPEAK WITH MR./MISS/MRS. _____, PLEASE? THANK YOU.

IF RESPONDENT COMES TO PHONE, CONTINUE WITH Q.VIII.
IF RESPONDENT IS NOT AVAILABLE, ASK Q.VIA.

VIII. MR./MISS/MRS. _____, I'M CALLING YOU LONG DISTANCE IN CONNECTION WITH A SPECIAL STUDY ON TELEVISION AND RADIO.

PROJECT #9J30: PUBLIC TELEVISION AND RADIO STUDY: JANUARY 1978

SERIAL #	N T	SS CS	ATT'S	INT #	# ADULTS
_ _ _ _	_ _	_ _	_	_ _ _	_

1. FIRST COULD YOU TELL ME, PLEASE, WHAT CHANNELS YOU CAN RECEIVE ON YOUR TELEVISION SET? *If none above CH. 13, ask:* AND WHAT ABOUT THE CHANNELS BETWEEN 14 AND 83 -- THE UHF CHANNELS -- WHICH, IF ANY, OF THESE CHANNELS CAN YOU RECEIVE?

2. IS THERE A PUBLIC TELEVISION OR EDUCATIONAL TELEVISION STATION IN YOUR AREA?

YES...☐ → NO...☐ / DK...☐

2A. WHAT CHANNEL IS THAT?

DON'T KNOW.....☐ / ONLY CH'S NOT ON CARD...☐ → 2B

1+ CHANNELS ON CARD.....☐ *Ask Q.3*

Record all channels mentioned below.

2B. ACCORDING TO OUR INFORMATION, THE PUBLIC TELEVISION STATION(S) IN YOUR AREA IS(ARE) CHANNEL(S) ___ HAVE YOU EVER HEARD OF CHANNEL(S) ___?

YES.....☐ *Ask Q.3*

NO/DK.....☐ *Skip to Q.7**

**Except if 1 or 2 channels in 2A not listed on CH card. -- See posted script.*

Q.2A CHANNELS UNAIDED	NOTE CABLE TV OR CITY OF ORIGIN	Q.2B CHANNELS AIDED
_ _	_____	_ _
_ _	_____	_ _
_ _	_____	_ _
_ _	_____	_ _

Aware.....1
Unaware....2

For remaining questions use channel number(s) per instructions.

3. HAVE YOU EVER WATCHED ANY PROGRAMS ON CHANNEL ___, THE PUBLIC TELEVISION STATION?

YES.....1--*Ask Q.4*
NO.....2 / DK.....3 *Skip to Q.7*

4. THINKING ABOUT A TYPICAL SEVEN-DAY WEEK, INCLUDING SATURDAY AND SUNDAY, ABOUT HOW MUCH TIME DO YOU SPEND WATCHING PUBLIC TELEVISION....WOULD YOU SAY THAT IN A TYPICAL WEEK YOU...

DON'T WATCH AT ALL.....( )
YOU WATCH LESS THAN AN HOUR PER WEEK.....( )
OR YOU WATCH ABOUT AN HOUR OR MORE PER WEEK.....( )
DON'T KNOW.....( )

5. THINKING ABOUT LAST WEEK, INCLUDING SATURDAY AND SUNDAY, ABOUT HOW MUCH TIME DID YOU SPEND WATCHING PUBLIC TELEVISION....WOULD YOU SAY THAT YOU...

DIDN'T WATCH AT ALL.....( )--*Skip to Q.7*
YOU WATCHED LESS THAN AN HOUR.....( ) / OR YOU WATCHED ABOUT AN HOUR OR MORE.....( ) / DON'T KNOW.....( ) *Ask Q.6*

PAST WEEK
VIEWER.....1
NONVIEWER...2

6. CAN YOU TELL ME PLEASE, WHAT PROGRAMS YOU WATCHED ON PUBLIC TELEVISION LAST WEEK?

7. ARE THERE ANY CHILDREN UNDER 12 YEARS OF AGE LIVING IN YOUR HOME?

YES...1-*Ask Q.8* | NO....2 | *Skip to Q.10* | DK....3

8. DO THEY (DOES HE/SHE) EVER WATCH PROGRAMS ON CHANNEL ___?

YES..( )-*Ask Q.9* | NO.....( ) | CANNOT REC..( ) | DK.....( ) | *Skip to Q.10*

9. WHAT PROGRAMS DO THEY (DOES HE/SHE) WATCH ON CHANNEL ___?

10. IF WE THINK OF PUBLIC TELEVISION AS CHANNEL ___ (A CHANNEL) WHERE THERE ARE NO COMMERCIALS, WHAT IS YOUR IMPRESSION AS TO WHERE PUBLIC TELEVISION OBTAINS ITS FUNDS FOR OPERATION?... *Probe:* WHERE ELSE DO YOU THINK PUBLIC TELEVISION OBTAINS ITS FUNDS FOR OPERATION?

_____ __
_____ __
_____ __

11. PUBLIC TELEVISION STATIONS (LIKE CHANNEL ___) SOMETIMES MAKE APPEALS ON THE AIR FOR FINANCIAL SUPPORT FROM THEIR VIEWERS. HAVE YOU EVER SEEN OR HEARD, ON TV, AN APPEAL FOR FUNDS TO SUPPORT THE PUBLIC TELEVISION STATION?

YES.....1
NO.....2
DK.....9

12. HOW DO YOU FEEL ABOUT A PUBLIC TELEVISION STATION APPEALING, ON THE AIR, FOR FUNDS FOR ITS SUPPORT?...*Probe:* HOW ELSE DO YOU FEEL ABOUT ON-THE-AIR APPEALS?

_____ __
_____ __
_____ __
_____ __

Ask if any PTV channel is named in Q.11 or 13. Otherwise skip to Q.14.

13. I AM GOING TO READ YOU A SERIES OF STATEMENTS WHICH PEOPLE HAVE USED TO DESCRIBE PUBLIC TELEVISION FUND-RAISING APPEALS. PLEASE TELL ME WHETHER YOU STRONGLY AGREE, AGREE SOMEWHAT, OR DO NOT AGREE AT ALL WITH EACH STATEMENT. *Read list, starting at Red "X."*

RED "X"	STATEMENT	STRONGLY AGREE	AGREE SOMEWHAT	NOT AGREE AT ALL	DK
___	A. IN GENERAL, PEOPLE HAVE LITTLE OBJECTION TO FUND-RAISING APPEALS ON PUBLIC TELEVISION	1	2	3	9
___	B. REQUESTS FOR MONEY ON TV ARE IMPORTANT IF PUBLIC TELEVISION IS TO SURVIVE	1	2	3	9
___	C. CAMPAIGNS ON TV TO RAISE FUNDS FOR PUBLIC TELEVISION ARE ENJOYABLE	1	2	3	9
___	D. IF PUBLIC TELEVISION IS HAVING TROUBLE SUPPORTING ITSELF, IT CAN'T BE VERY GOOD	1	2	3	9
___	E. APPEALS FOR MONEY MAKE PEOPLE UNCOMFORTABLE BECAUSE THEY DON'T FEEL IN A POSITION TO MAKE CONTRIBUTIONS TO PUBLIC TELEVISION	1	2	3	9
___	F. PEOPLE SOMETIMES AVOID WATCHING PUBLIC TELEVISION BECAUSE THEY DON'T WANT TO BE ASKED FOR MONEY	1	2	3	9
___	G. PUBLIC TELEVISION SHOULD BE SUPPORTED TOTALLY BY THE GOVERNMENT AND SHOULD NOT REQUIRE DONATIONS	1	2	3	9

14. NOW THAT YOU HAVE GIVEN YOUR REACTION TO SOME STATEMENTS ABOUT FUND-RAISING, IS THERE ANYTHING YOU WOULD LIKE TO ADD ABOUT HOW YOU PERSONALLY FEEL ABOUT RAISING FUNDS FOR PUBLIC TELEVISION ON TV? *If appropriate, probe:* HOW ELSE DO YOU FEEL ABOUT RAISING FUNDS FOR PUBLIC TELEVISION ON TV?

_____ __
_____ __
_____ __
_____ __

15. CONSIDERING, ON ONE HAND, THE PURPOSE OF TELEVISED APPEALS FOR FUNDS TO SUPPORT PUBLIC TV AND, ON THE OTHER HAND, PEOPLE'S OBJECTIONS TO THEM, DO YOU AGREE OR DISAGREE THAT THESE APPEALS ARE A FAIR PRICE TO PAY FOR THE PROGRAMMING ON PUBLIC TELEVISION?

AGREE.....1
DISAGREE..2
DK.....9

16. NOW LET'S TURN TO RADIO--RADIO NOT TELEVISION.

*MANY RADIO STATIONS BROADCAST RADIO NETWORK PROGRAMS IN ADDITION TO THEIR OWN LOCAL PROGRAMMING. WOULD YOU PLEASE TELL ME WHETHER YOU HAVE HEARD OF EACH OF THESE RADIO NETWORKS BEFORE... *Read list, starting at Red "I."*

Red "X"		Q.16: HEARD OF: YES	NO	DON'T KNOW
___	A. ABC INFORMATION RADIO	1	2	3
___	B. CBS RADIO NETWORK	1	2	3
___	C. NATIONAL PUBLIC RADIO	1	2	3
___	D. MUTUAL BLACK NETWORK	1	2	3
___	E. NBC RADIO NETWORK	1	2	3
___	F. ABC CONTEMPORARY RADIO	1	2	3
___	G. MUTUAL BROADCASTING SYSTEM	1	2	3

17. NOW, WOULD YOU PLEASE TELL ME WHETHER YOU HAVE HEARD OF EACH OF THESE RADIO NETWORK PROGRAMS BEFORE... *Read list, starting at Red "I."*

Red "X"		Q.17: HEARD OF: YES	NO	DON'T KNOW	Q.18: EVER LISTENED TO: YES	NO	DON'T KNOW
___	A. CBS MYSTERY THEATRE	1	2	3	1	2	3
___	B. FOLK FESTIVAL USA	1	2	3	1	2	3
___	C. ALL THINGS CONSIDERED	1	2	3	1	2	3
___	D. PAUL HARVEY NEWS	1	2	3	1	2	3
___	E. OPTIONS IN EDUCATION	1	2	3	1	2	3
___	F. METROPOLITAN OPERA BROADCASTS	1	2	3	1	2	3
___	G. VOICES IN THE WIND	1	2	3	1	2	3
___	H. THE WORLD TONIGHT	1	2	3	1	2	3
___	I. EARPLAY	1	2	3	1	2	3

18. *(Ask for each one answered "Yes" in Q.17)* HAVE YOU EVER LISTENED TO _____? *(Record above.)*

19. PUBLIC RADIO STATIONS DO NOT HAVE ANY COMMERCIAL ADVERTISING AND ARE SOMETIMES CONSIDERED TO BE EDUCATIONAL STATIONS. WE ARE PARTICULARLY INTERESTED IN THE PUBLIC RADIO STATIONS THAT IDENTIFY THEMSELVES WITH THE NATIONAL PUBLIC RADIO NETWORK, KNOWN AS N-P-R. ARE THERE ANY SUCH PUBLIC RADIO STATIONS IN YOUR AREA?

YES.....1--*Ask Q.20*
NO.....2 | *If there are stations available in area, skip to Q.20A.*
DON'T KNOW.....3 | *If none are available, skip to QA.*

20. DO YOU HAPPEN TO KNOW THE STATION CALL LETTERS OR THE NUMBER ON THE DIAL OF ANY OF THESE STATIONS? *(If "Yes")* WHAT ARE THEY?

Aware unaided..1
Unaware.....2
None avail.....3

_____( )
_____( )
_____( )
_____( )
_____( )
_____( )
_____( )
_____( )

If one or more stations identified correctly, skip to Q.20B

If none identified correctly, ask Q.20A if stations available; otherwise, skip to QA.

Don't know.....( )

20A. ACTUALLY, THE CALL LETTERS OF THE PUBLIC RADIO STATION(S) RECEIVED IN THIS AREA ASSOCIATED WITH N-P-R ARE *(Read stations on list card.)* HAVE YOU HEARD OF (THAT STATION/THESE STATIONS)?

YES.....1--*Ask Q.20B*
NO.....2 | *Skip to QA*
DON'T KNOW....3 |

20B. HAVE YOU EVER LISTENED TO (THAT STATION/ANY OF THESE STATIONS)?

YES.....1--*Ask Q.20C*
NO.....2 | *Skip to Q.21*
DON'T KNOW...3 |

20C. HAVE YOU LISTENED TO (THAT STATION/ANY OF THESE STATIONS) IN THE PAST 7 DAYS?

YES.....1
NO.....2
DON'T KNOW...3

20D. ARE YOU USUALLY A REGULAR LISTENER TO (THAT STATION/ANY OF THESE STATIONS) EACH WEEK?

YES.....1
NO.....2
DON'T KNOW...3

21. WHY DO YOU LISTEN TO THE PUBLIC RADIO STATION(S)? *Probe:* "WHAT OTHER REASONS DO YOU HAVE FOR LISTENING TO THE PUBLIC RADIO STATION?

_____ __
_____ __
_____ __

22. I AM GOING TO READ A LIST OF REASONS WHY A PERSON MIGHT LISTEN TO PUBLIC RADIO. FOR EACH ONE, PLEASE TELL ME WHETHER IT HELPS DESCRIBE WHY YOU LISTEN. *Read list, starting at Red "X."*

RED "X"		
___	A.	TO HEAR SPECIFIC PROGRAMS.....01★ *Ask 2.22A*
___	B.	NO ADVERTISING COMMERCIALS.....02
___	C.	PREFER THE PROGRAMMING ON PUBLIC RADIO TO THAT WHICH IS AVAILABLE ON THE COMMERCIAL STATIONS.....03
___	D.	ARTS PROGRAMMING.....04
___	E.	PUBLIC AFFAIRS PROGRAMMING.....05
___	F.	NEWS PROGRAMMING.....06
___	G.	EDUCATION OR INSTRUCTIONAL PROGRAMMING.....07
___	H.	TO HEAR A SPECIFIC PERSON.....08
___	I.	MUSIC PROGRAMMING.....09★★ *Ask 2.22B*
		NONE.....10
		DON'T KNOW.....99

If ★ item "A" answered in 2.22, ask 2.22A

22A. YOU SAID YOU LISTEN TO PUBLIC RADIO TO HEAR SPECIFIC PROGRAMS. WHICH PARTICULAR PROGRAMS WOULD THEY BE -- WHAT ARE THE NAMES OF THOSE PROGRAMS?

_____ __
_____ __
_____ __
_____ __

If ★★ item "I" answered in 2.22, ask 2.22B

22B. YOU SAID YOU LISTEN TO PUBLIC RADIO TO HEAR MUSIC PROGRAMMING. WHAT TYPE OF MUSIC DO YOU LISTEN TO? _____ __

_____ __
_____ __

23. HOW SATISFIED ARE YOU WITH WHAT IS AVAILABLE TO LISTEN TO ON PUBLIC RADIO THESE DAYS -- WOULD YOU SAY YOU ARE:

VERY SATISFIED.....1
SOMEWHAT SATISFIED OR...2
NOT SATISFIED AT ALL...3
DK.....9

24. WHAT KINDS OF PROGRAMS WOULD YOU LIKE TO HEAR MORE OF ON PUBLIC RADIO?

_____ __
_____ __
_____ __

25. WHAT KINDS OF PROGRAMS WOULD YOU LIKE TO HEAR LESS OF ON PUBLIC RADIO?

_____ __
_____ __
_____ __

26. HAVE YOU EVER HEARD ANY PUBLIC RADIO STATION ASK ITS LISTENERS, ON THE AIR, TO CONTRIBUTE FUNDS FOR ITS SUPPORT?

YES.....1
NO.....2
DK.....9

27. HAVE YOU EVER BEEN ASKED BY ANY PUBLIC RADIO STATION TO CONTRIBUTE FUNDS FOR ITS SUPPORT, EITHER BY MAIL OR IN ANY WAY OTHER THAN ON THE AIR?

YES.....1
NO.....2
DK.....9

28. SOME PUBLIC RADIO STATIONS DO APPEAL, ON THE AIR, FOR FINANCIAL SUPPORT FROM THEIR LISTENERS.

I AM GOING TO READ YOU A SERIES OF STATEMENTS WHICH PEOPLE HAVE USED TO DESCRIBE THESE PUBLIC RADIO FUND-RAISING APPEALS. PLEASE TELL ME WHETHER YOU STRONGLY AGREE, AGREE SOMEWHAT, OR DO NOT AGREE AT ALL WITH EACH STATEMENT. *Read list, starting at Red "X."*

RED "X"	STATEMENT	STRONGLY AGREE	AGREE SOMEWHAT	NOT AGREE AT ALL	DK
___	A. IN GENERAL, PEOPLE HAVE LITTLE OBJECTION TO FUND-RAISING APPEALS ON PUBLIC RADIO	1	2	3	9
___	B. REQUESTS FOR MONEY ON PUBLIC RADIO ARE IMPORTANT IF PUBLIC RADIO IS TO SURVIVE	1	2	3	9
___	C. CAMPAIGNS ON AIR TO RAISE FUNDS FOR PUBLIC RADIO ARE ENJOYABLE	1	2	3	9
___	D. IF PUBLIC RADIO IS HAVING TROUBLE SUPPORTING ITSELF, IT CAN'T BE VERY GOOD	1	2	3	9
___	E. APPEALS FOR MONEY MAKE PEOPLE UNCOMFORTABLE BECAUSE THEY DON'T FEEL IN A POSITION TO MAKE CONTRIBUTIONS TO PUBLIC RADIO	1	2	3	9
___	F. PEOPLE SOMETIMES AVOID LISTENING TO PUBLIC RADIO BECAUSE THEY DON'T WANT TO BE ASKED FOR MONEY	1	2	3	9
___	G. PUBLIC RADIO SHOULD BE SUPPORTED TOTALLY BY THE GOVERNMENT AND SHOULD NOT REQUIRE DONATIONS	1	2	3	9

29. CONSIDERING, ON ONE HAND, THE PURPOSE OF BROADCAST APPEALS FOR FUNDS TO SUPPORT PUBLIC RADIO AND, ON THE OTHER HAND, PEOPLE'S OBJECTIONS TO THEM, DO YOU AGREE OR DISAGREE THAT THESE APPEALS ARE A FAIR PRICE TO PAY FOR THE PROGRAMMING ON PUBLIC RADIO?

AGREE.....1
DISAGREE.....2
DK.....9

30. IF YOU CONTRIBUTED FUNDS TO A PUBLIC RADIO STATION OR TO A PUBLIC TELEVISION STATION, WOULD YOU CONSIDER THAT TO BE YOUR CONTRIBUTION TO PUBLIC BROADCASTING, OR WOULD YOU FEEL YOU SHOULD CONTRIBUTE SEPARATELY TO EACH?

ONE CONTRIBUTION TO PUBLIC BROADCASTING...1
SEPARATELY.....2
DK.....9

A. THANK YOU. I HAVE ONLY A FEW REMAINING QUESTIONS WHICH ARE STRICTLY FOR PURPOSES OF CLASSIFICATION....HOW MANY PERSONS, INCLUDING CHILDREN AND ROOMERS, ARE CURRENTLY LIVING IN YOUR HOME....DOES THAT INCLUDE YOURSELF?

1 2 3 4 5 6+ DK.....9

B. WHAT WAS THE LAST GRADE YOU ATTENDED IN SCHOOL?

GRADE SCH.....1
1-3 YRS. HS.....2
H.S. GRAD.....3
SOME COLLEGE....4
COLLEGE GRAD.....5
COLLEGE POST GRAD....6
OTH _____.7
DK/NA.....9

C. AND YOUR AGE IS? *If necessary, read age categories.*

18-21.....1
22-29.....2
30-44.....3
45-59.....4
60+.....5
DK/NA.....9

D. WHAT IS YOUR OCCUPATION -- THE NATURE OF YOUR WORK?

E. IN WHAT INDUSTRY DO YOU WORK?

F. ARE YOU THE CHIEF WAGE EARNER IN YOUR HOUSEHOLD?

YES.....1 *(Skip to J)*
NO.....2 *(Ask G)*
DK.....9 *(Skip to J)*

G. WHAT IS YOUR RELATIONSHIP TO THE CHIEF WAGE EARNER?

H. WHAT IS THE OCCUPATION OF THE CHIEF WAGE EARNER?

I. IN WHAT INDUSTRY DOES HE/SHE WORK?

J. HOW MANY CARS, IF ANY, ARE THERE IN YOUR HOUSEHOLD?

0--*Ask M*
1--*Ask K*
2--*Ask L*
3+-*Ask L*
DK/NA..9--*Ask M*

K. IS YOUR CAR EQUIPPED WITH AN FM RADIO?

YES...1--*Ask M*
NO...2--*Ask M*
DK/NA..9--*Ask M*

L. HOW MANY OF YOUR CARS, IF ANY, ARE EQUIPPED WITH AN FM RADIO?

0.....1.....2.....3+.....DK/NA.....9

M. DO YOU OWN OR RENT YOUR HOME?

OWN.....1
RENT.....2
DK/NA.....9

N. IS YOUR TELEPHONE NUMBER LISTED IN THE CURRENT TELEPHONE DIRECTORY?

YES....1--*Ask P*
NO.....( )-*Ask O*
DK/NA....9--*Ask P*

O. IS THAT BECAUSE YOU HAVE RECENTLY MOVED OR DO YOU HAVE AN UNLISTED NUMBER?

MOVED.....2
UNLISTED.....3

P. WOULD YOU DESCRIBE YOUR RACIAL OR ETHNIC BACKGROUND AS:

WHITE.....1
BLACK.....2
SPANISH.....3
ORIENTAL....4
OTH _____.5
DK/NA.....9

Q. HAVE YOU EVER MADE A DONATION TO PUBLIC TELEVISION, EITHER IN RESPONSE TO A TELEVISED APPEAL, MAIL, OR SOME OTHER KIND OF APPEAL?

YES.....1
NO.....2
DK/NA.....9

R. AND WHAT ABOUT PUBLIC RADIO? HAVE YOU EVER MADE A DONATION TO PUBLIC RADIO?

YES.....1
NO.....2
DK/NA.....9

S. WOULD YOU ESTIMATE THE TOTAL INCOME OF ALL PERSONS IN YOUR HOME TO BE:

UNDER $5,000.....1
$ 5,000-$ 9,900....2
$10,000-$14,900....3
$15,000-$19,900....4
$20,000-$24,900....5
$25,000-$29,900....6
$30,000 OR OVER....7
DK/NA.....9

T. SEX OF RESPONDENT:

MALE.....1
FEMALE.....2

THANK YOU. YOUR COOPERATION HAS BEEN VERY HELPFUL.